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Lastly, know that building a platform takes time. Strive for something real—strong channels that will help you sell. Simply being on Twitter and having a website does not mean you have a platform. Those are just the first steps. This excerpt is from Create Your Writer Platform by Chuck Sambuchino. Buy the

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and engage with – the ideal readership that is receptive to your work. It's also the amount of influence you wield, the level of visibility and authority you've gained, and the depth of your connection with your readers.

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Then making it highly actionable by providing the steps for easy implementation. 3. Regarding your writing career as a business, and you as a professional. Published or unpublished, developing your public visibility and authority is largely (if not completely) up to you.

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Create your niche. Figure out what your specialty or niche is, then build your writing platform around that. For example, I love love love “quips and tips”, created six “Quips and Tips” blogs. I’m also a health and wellness writer. It’s easier to build a writer’s platform or portfolio if writers have specialties.

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